**IN THE CLAIMS:**

The present claims are as follows:

1. (Previously Presented) A computer-implemented method for automatically targeting customers across multiple channels using a theory of evidence based on belief functions implemented by a computer system, said method comprising:

storing belief values and an integrated belief profile of a customer in a computer,

wherein said belief values are based on activities of said customer across said multiple channels, and

wherein said integrated belief profile is derived from profile attributes for each of said multiple channels for said customer, each of said profile attributes being associated with a belief value;

receiving, by said computer a request from said customer from one of said multiple channels;

identifying, by said computer said customer and said one of said multiple channels associated with said request;

updating, by said computer said integrated belief profile, based on said stored belief values of said customer, before executing said request;

executing, by said computer said request;

simultaneously, with said executing of said request, generating ,by said computer a channel-specific promotion based on said updated integrated belief profile; and

sending, by said computer, both a reply to said request and said channel-specific promotion to said customer,

wherein said multiple channels include media through which a merchant reaches and interfaces with customers, said channels including any of a store, a telephone, a catalog, an on-line personal computer, and direct marketing.

2. (Canceled).

3. (Previously Presented) The method of claim 1, wherein said belief values are combined across said multiple channels by orthogonally multiplying said belief values to obtain a Dempster Orthogonal Sum (DOS),

wherein a basic probability assignment (BPA) is obtained from said DOS for said profile attributes corresponding to an intersection of said profile attributes, and

wherein normalizing said BPA with said belief values associated with a null intersection obtains said integrated belief profile.

4. (Previously Presented) The method of claim 1, wherein said channel-specific promotion is generated according to a set of predetermined rules.

5. (Previously Presented) The method of claim 1, wherein the generating said channel-specific promotion is also based on said belief values of said customer with respect to one channel corresponding to said channel-specific promotion.

6. (Previously Presented) The method of claim 1, wherein said reply and said channel-specific promotion are provided on said one of said multiple channels upon which said request was received.

7. (Previously Presented) The method of claim 1, wherein said receiving step further includes converting a format of the one of said multiple channels upon which said request was received to a common format, and wherein said sending back-converts said reply and said channel-specific promotion to a format of the request.

8. (Previously Presented) The method of claim 1, wherein said belief values of said customer are accumulated over multiple customer sessions such that said integrated belief profile is incrementally updated.

9. (Previously Presented) A computer system for implementing a computer-implemented method for automatically targeting customers across multiple channels using a theory of evidence based on belief functions, said computer system comprising:

a computer program storage device for storing belief values and an integrated belief profile of a customer,

wherein said belief values are based on activities of said customer across said multiple channels, and

wherein said integrated belief profile is derived from profile attributes for each of said multiple channels for said customer, each of said profile attributes being associated with a belief value;

an input/output interface for receiving a request from said customer from one of said multiple channels;

a processor configured to:

identify said customer and said one of said multiple channels associated with said request;

update said integrated belief profile, based on said stored belief values of said customer, before executing said request;

execute said request;

generate a channel-specific promotion based on said updated integrated belief profile, while simultaneously executing said request; and

send both a reply to said request and said channel-specific promotion to said customer,

wherein said multiple channels include media through which a merchant reaches and interfaces with customers, said channels including any of a store, a telephone, a catalog, an on-line personal computer, and direct marketing.

10. (Canceled).

11. (Previously Presented) The computer system of claim 9, wherein said processor is configured to:

combine said belief values across said multiple channels by orthogonally multiplying said belief values to obtain a Dempster Orthogonal Sum (DOS),

obtain a basic probability assignment (BPA) from said DOS for said profile attributes corresponding to an intersection of said profile attribute, and

obtain said integrated belief profile by normalizing said BPA with said belief values associated with a null intersection.

12. (Previously Presented) The computer system of claim 11, wherein said processor is configured to generate said channel-specific promotion according to a set of predetermined rules stored in a memory.

13. (Previously Presented) The computer system of claim 9, wherein said processor is configured to generate said channel-specific promotion based on said belief values of said customer with respect to one channel corresponding to said channel-specific promotion.

14. (Previously Presented) The computer system of claim 9, wherein said processor is configured to provide said reply and said channel-specific promotion on said one of said multiple channels upon which said request was received.

15. (Previously Presented) The computer system of claim 9, wherein said processor is configured to convert a format of the one of said multiple channels upon which said request was received to a common format and to back-convert said reply and said channel-specific promotion to a format of the request.

16. (Previously Presented) The computer system of claim 9, wherein said belief values of said customer are accumulated over multiple customer sessions such that said integrated belief profile is incrementally updated.

17. (Previously Presented) A computer program storage device readable by machine, tangibly embodying a program of instructions executable by said machine to perform a computer-implemented method for automatically targeting customers across multiple channels using a theory of evidence based on belief functions implemented by a computer system, said method comprising:

storing belief values and an integrated belief profile of a customer in a computer,

wherein said belief values are based on activities of said customer across said multiple channels, and

wherein said integrated belief profile is derived from profile attributes for each of said multiple channels for said customer, each of said profile attributes being associated with a belief value;

receiving, by said computer a request from said customer from one of said multiple channels;

identifying, by said computer said customer and said one of said multiple channels associated with said request;

updating, by said computer said integrated belief profile, based on said stored belief values of said customer, before executing said request;

executing, by said computer said request;

simultaneously, with said executing of said request, generating, by said computer a channel-specific promotion based on said updated integrated belief profile; and

sending, by said computer, both a reply to said request and said channel-specific promotion to said customer,

wherein said multiple channels include media through which a merchant reaches and interfaces with customers, said channels including any of a store, a telephone, a catalog, an on-line personal computer, and direct marketing.

18. (Previously Presented) The computer program storage device performing the method of claim 17, wherein said belief values are combined across said multiple channels by orthogonally multiplying said belief values to obtain a Dempster Orthogonal Sum (DOS),

wherein a basic probability assignment (BPA) is obtained from said DOS for said profile attributes corresponding to an intersection of said profile attributes, and

wherein normalizing said BPA with said belief values associated with a null intersection obtains said integrated belief profile.